

**Visit Los Osos/Baywood**  
(Los Osos, Baywood Park, uninc. Morro Bay  
Local Fund Advisory Board)

**Draft Meeting Minutes**

October 22, 2024

Baywood Inn

**Board Members Present:**

Jamie Wallace, Wallace Hospitality (Chair)

Curtis Armstrong, Baywood Inn

Pandora Karner-Nash, Green Cottage

**Others Present:**

Danielle Carpenter, Admin

Seirra Emrick, CCSPA

Cheryl Cuming, CBID

Jim Stanfill, Chamber of Commerce

Paul Irving, Baywood Photography

Christine Rizzo, Assistant to DC

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- 1) **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
    - a) **Addition to the Agenda:** Jamie motioned to add to the agenda an item that he was unaware of at the time the agenda was posted: a presentation and action item on a proposal from Paul Irving to purchase tide books, 2025 calendars and provide photography usage. Curtis 2<sup>nd</sup>, all voted in favor. Motion to add approved.
  - 2) **Public Comment:** Jamie: It's a great time of year. The election could affect travel, depending on how the economy feels. Thank you, Cheryl, for inviting Jamie to the SLO CAL Summit. Pandora: On her travels to walk the Camino Real in Spain, Portugal and France she could not help noticing how the towns along the way benefit from the popularity of the trail. Emphasizing the uniqueness of the experience. We should be promoting the uniqueness of our area.
  - 3) **Consent Items**
    - a) Curtis motions to approve minutes from 9-24-24, Jamie 2<sup>nd</sup> motion carried. Pandora abstained because she wasn't present.
  - 4) **Presentation:**
    - a) Paul Irving: it is time to order new tide books and 2025 calendars. Paul proposes the same deal as last year but with fewer tide books: 1000 tide books, 100 calendars and 1 year access to photos starting on 1-1-25. Cost for this proposal is \$2500. Current access to photos expires 12-31-24.
  - 5) **CBID Update** (Cheryl Cuming):
    - a) Highway 1 Road Trip (Just coast) website and the 5 regional maps have been given a new look with rebrand.
    - b) The email drip campaign added 3500 new emails added last month. People who downloaded have a high probability to plan a visit.
    - c) 40% of website visitors spend 4+ minutes on the site.
    - d) Cheryl shared FY recap and noted that numbers continue to improve with the same budget. Over 170 video assets were added on the HW1 site. A great value to LFA's. 38 pages and 10 blogs added to the website. 214 articles added. 14 visiting journalists and 147 direct links to H1RT.com.
    - e) Content calendar and content matrix shared, and noted that strategies are spread across the entire Bid Bunch for cohesive messaging.
  - 6) **Financials** Danielle: Our portion of collections through August was 3.02%. July was up and spending was on track. August was down but September is doing well. The negative amount will balance out.
  - 7) **Regular Reports**

**a) CCSPA Seirra:**

- i) The Butterfly Ball was a great success. Julie Packard from Monterey Aquarium came to show support. The Monarch grove goal is to be accessible for all to explore the beauty of the butterflies, ecology and to fall in love with nature. The Ball's purpose is to fund raise benefiting the maintenance the grove. Needing fencing, signage and general maintenance. Pismo Preserve in particular needs some clean up and restoration. State Parks is struggling with infrastructure. \$40k was raised.
- ii) Montano De Oro trails are being maintained by a volunteer equestrian group so far.
- iii) The Spooner Ranch house is open every day from 11 am to 4 pm. Rotating exhibits are showcased, exhibit there now is Pioneer Women of the Central Coast.
- iv) The Mindful Walk Series (virtual and in person) has not been getting a good attendance. Needs to be promoted. Adventure with Nature guided walk could also use promotion. They will send Danielle information to add to the newsletter.
- v) In the works is a program to provide field trips to low-income schools. The board can promote but not fund.
- vi) The new exhibit in Morro Bay is an interactive technology presentation with cost of a \$3 ticket.
- vii) SLO county is the only county with 2 marine sanctuaries. The boundaries start at Avila Beach going north. Jamie will drop off more bags and tide books at MDO. CBID still needs access to MDO for photography. Sierra will share their Flickr account. Cheryl requested better quality MDO content to share.

**b) Stewardship:** None

**c) Beautification:** Jamie: Deana from Back Bay Inn has done some clean up around the Cow/Bear. Jamie is still working on getting the sign for the Cow/Bear. Need to fill out application to be presented to CBID and then BOS. The sign will cost \$150. Alex has the solar lamps for the tops of the light poles. Local contractor Gerard Agis is to install poles. The Banners will need to go through the application process.

**d) Events** Sea Pines has a great turn out for their concerts. Beerwood held Gearwood, a fund raiser for off road mobility wheelchairs

**e) Chamber liaison** Jim: October Fest in Baywood is this Sunday Oct 27. There will be 37 vendors, a car show, a fun run at 9 am. The Chamber is also looking for a more permanent place to hold their meetings. They have been working on getting a permanent space at the Community Center and they do not feel welcomed there. Curtis: They are switching up the Christmas tree lighting on Dec 7. Santa will be on the pier, a boat parade. Possibly get the Dragon boats from Morro Bay to participate. Also discussing a Sip N Stoll. More information will be up on the website.

**f) Marketing Update:** The last newsletter had a 70% open rate, which is nearly double our average. The social channels are growing and our CrowdRiff stories are getting great visibility. The next newsletter will go out at the end of October.

**g) Vacation Rentals:** no report

**8) Action Items**

**a)** Discuss and vote on renewal of Paul's photography contract and the printing of tide books and calendars. Jamie said there are still a lot of tide books left over and asked for a lower quantity – last year we printed 1500 so this year we will print 1000. Jamie motions to approve the proposal of 1000 branded tide books, 100 calendars and photo access for 1 year at the cost of \$2500. Pandora second. Motion carried.

**b)** Discuss date of SF Gate email. It can be prepared to go out this fall or Jan/Feb. Cheryl said that the CBID Wildlife campaign has a Jan 7 release, and the board decided to time the email to send in December to attract people to come see the wildlife in Jan/Feb.

**9) Future Action Items**

**a)** Review the process of how to do the application for beautification.

**b)** Jamie will ask Maggie Juran to join the board membership. Pandora will be on an extended vacation.

**10) Closing Comments:** Jamie apologizes he wasn't clear about the process for funding B&I projects. Pandora reported that Celebrate needs 3 more tables added to the 100 chairs that were added to the Red Barn.

**11) Next Visit Los Osos/Baywood Meeting**

**Date:** Tuesday, December 3, 2024

**Time:** 10:00 a.m. – 12:00 p.m. at Baywood Inn, 1336 3<sup>rd</sup> Street, Room 217

**12) Adjournment**

Meeting adjourned at 11:28 am